



City of Santa Clara Public Meeting Santa Clara Youth Soccer Park April 2, 2014

NB: The letters below differentiate contributors within each question. Because the contributions do not have attributions, the same letter in two different questions does not necessarily represent the same contributor.

1) What key words come to mind when describing the City of Santa Clara?

- A: friendly, small-town feel, innovative, classic
- B: home, El Camino, Great America, university, recreational activities
- C: unknown to non-Bay Area residents
- D: progressive, bold, high standards, leader, attractive to business
- E: city on the move, gets it done, new stadium
- F: safe, good place to raise a family, close to big city amenities without living there, great place for kids, legacy, stability, cohesive city government, safe to share opinions, friendly, diverse, accepting, spiritual, beautiful, great weather, longevity, education, always know someone, electrical company, healthy

2) What are the top 5 attributes of the City of Santa Clara?

- A: beautiful parks, lots of opportunities, diverse, good recreational programs, small town feel, rich history, city is growing and evolving
- B: centrally located, reliable low cost utilities, supports sports and recreation, focus on ethics, diversity
- C: Easily accessible due to roads and transportation, low crime rate, good retail and shopping options, Silicon Valley Power
- D: neighborhood parks, Triton Museum, Ulistac Natural Area, senior center, youth programs (YSP, YAC, Parks & Rec classes), library, Central Park, Santa Clara University, high tech employers
- E: city services, maintained roads and sidewalks, clean and many parks, police and fire departments, neighborhoods, utility, SCU and Mission College, stadium, near airport, commute times, Mission Santa Clara, train, Valley Fair

3) What differentiates the City of Santa Clara from other cities in the region?

- A: reliable and low cost utilities, stadium, International Swim Center, youth soccer park, strong ethics program, don't have a developed downtown
- B: Ulistac, youth soccer park, Great America, swim center, Silicon Valley Power, El Camino Real, Old Quad, SCU
- C: no downtown, safe, clean parks, good recreation programs, small business friendly, Santa Clara University, sense of community
- D: small town feel in a high tech environment, 49ers stadium, amusement park, Silicon Valley Power, huge Mary statue
- E: university and community college, Mission Santa Clara, age and young kids, diversity, small town feel, generations of families staying, long history shared, education level of residents, always run into someone you know, iconic companies in many industries (Owens Corning, Intel), limited high rise developments, charm of community, proximity to beach and SF and Stanford and redwoods
- F: very old city, still have a small town feel, mission architecture, SCU, Old Quad
- G: Bennie Bufano statues, rated #4 as top city for young professionals in California

4) What should the City of Santa Clara emphasize in the future to become more attractive as a place for businesses?

- A: Favorable to businesses, Networks with major Hi-tech Companies, central Silicon Valley city
- B: Solar power, community policing.

- C: Lots of family owned businesses, SCU/ Mission college graduates, currently have successful tech companies, low utilities.
- D: Park and trails (Employees/people need break), online permitting, trained hazmat teams, convention center, hospitality programs at mission college, connectivity.
- E: Easily accessible (Transportation), friendly and safe, close proximity to other companies in high tech.
- F: Power reliability, cost completion, responsive service, environmental responsibility.
- G: Easy processing/ stream-lined permit process, favorable to business.
- H: Quality of education, youth growth opportunities, happy citizens and business owners, take care of seniors.
- I: That we welcome business, we want businesses, we care about businesses already here, econ development website with resources and team dedicated, incentives we offer, skilled workforce we have, city pride we have, plans for amenities for workers and visitors.
- J: Commute times.
- H: Repair city streets, have better restaurants, keep old Santa Clara downtown area viable and with retail and etc. Encourage more business-corporations.

5) What should the City of Santa Clara emphasize in the future to become more attractive as a place for residents?

- A: Neighborhood parks keep up, figure out transportation solutions for YSP on event days, charging stations for new electric cars.
- B: More restaurants, pedestrian safety, transit for seniors (Esp. for Sr. center), open space, preserve it, we have so little left (Losong SC golf + tennis), Excellent park and recreation programs- keep raising the bar, more open hours for libraries- open north side library- innovative programs.
- C: Enforce code control by city re: yards with leach covered vehicles, encourage residents to make homes painted and yards neat, perhaps build more story homes for families, schools should improve scholastic rating, get spe higher grade department stores. (BAD HANDWRITING)
- D: Community support, family friendly, safe, have strong police and fire service youth sports programs, near stadiums: Levi and earthquake and scu school field and buckshow tree/green city and parks offer green utility services, solar and wind power, lower utility rates, great streets and sidewalks great libraries. Events: 4th of July, wine and arts, christmas tree lighting/train fish derby, easter egg.
- E: Attract more restaurant, clean up parts of El Camino Real, limit lounges, smoke shops, adult book stores, build housing for seniors.
- F: More community events, also have them advertised so that no one can say, "I did not know about that", encourage a more green lifestyle and provide education on it, emphasize how close we are to San Francisco, Santa Cruz etc.
- G: Encourage more youth or younger demographic to take pride in being a Santa Clara resident, by providing events/activities not just sports, residents friendly website
- H: Good rec/youth programs, community rec center, art and wine festival, fireworks every year, low utilities, clean-up week, good schools, clean pools, safe, sense of community.
- I: City Hall will listen to "you", balance, controlled growth, keep neighborhoods safe, with sense of community, keep Santa Clara a green city with high educational values and family programs, keep city utilities low, great management/services, pet friendly

6) The current motto is "The Mission City." In your opinion, how effective is the current motto in promoting Santa Clara as a place to work and live? Please rate the current motto on a scale of 1 to 10 with 1 being extremely ineffective and 10 being extremely effective. Then please make any comments you might have on the current motto or what you would consider a good motto for the City.

(ineffective) 1 2 3 4 5 6 7 8 9 10 (effective)

Frequency: Rating - Frequency

3 - 1
4 - 1
6 - 1
9 - 1
10 - 2

7) Please make any comments you might have on the current motto or what you would consider a good motto for the city.

A: Santa Clara is known as "The Mission City" because it is a historical title and familiarity by neighboring cities

B: Motto does not reflect the diversity of the various cultures and ethnic communities, the younger demographic, nor the influx of high tech companies when Santa Clara has so much more to offer than its rich religious history. It is outdated and needs to bridge the past and the future.

C: Keep the words, lose the picture. Such as: "The Mission City - High Tech, High Touch, High Standards" with a cool graphic.

D: Stay with "The Mission City." Sense of heritage, longevity, stability - all good traits for citizens and business.

E: "The Mission City" seems outdated. I don't relate Santa Clara to a mission. Some may even have negative perspectives on missions and missionaries. A motto that captures "town" concept would be nice.

F: The current motto is dated and irrelevant. It has a religious background. Prefer a motto that emphasizes "small town feel."

G: We have the motto but would benefit from building upon it and celebrating it. A mission was central to communication, progressive to the area, and important to growth and services. On the other hand, it can exclude? Do we wrap our arms too tight around our city?

-rrs